

**Listing of Claims:**

1. (currently amended) A method, comprising:

uploading media objects of different file types to a website hosted on a server;

accessing the website with a web-based application to schedule and organize the media objects into a media program;

establishing a synthetic channel as a channel among a plurality of broadcast channels of an interactive video casting system;

provisioning the synthetic channel with information to access and display the media program ~~at least one media object, comprising part of a media program, stored in a storage location~~ if the synthetic channel is selected by a client terminal; and

providing the media program ~~having the at least one media object~~ to the client terminal via the synthetic channel.

2. (original) The method of claim 1 wherein the interactive video casting system comprises an interactive television system.

3. (original) The method of claim 1 wherein the media object comprises an audio file.

4. (currently amended) The method of claim 1 wherein ~~the storage location comprises a server, and wherein~~ providing the media program ~~having the at least one media object~~ to the client terminal comprises streaming the media program from the server.

5. (original) The method of claim 1 wherein provisioning the synthetic channel includes subscribing the client terminal to receive the media program via the synthetic channel.

6. (original) The method of claim 5 wherein subscribing the client terminal to receive the media program comprises using a subscription token to add the synthetic channel as a channel recognizable by the client terminal.

7. (original) The method of claim 5 wherein subscribing the client terminal to receive the media program comprises obtaining address information of the client terminal.

8. (currently amended) The method of claim 7, further comprising linking the address information of the client terminal with identifying information associated with the ~~storage location~~ server.

9. (currently amended) The method of claim 1, further comprising:  
providing an electronic program guide having programming information displayable therein;  
obtaining programming information associated with the media program from the ~~storage location~~ server; and

adding the programming information associated with the media program into the electronic program guide to indicate availability of the media program via the synthetic channel.

10. (original) The method of claim 1 wherein the media program can be provided to the client terminal in response to a command sent from the client terminal that requests the media program.

11. (original) The method of claim 1 wherein the synthetic channel comprises part of a transmission control protocol/Internet protocol (TCP/IP) channel.

12. (currently amended) The method of claim 1, further comprising providing a piracy-discouragement feature to track a source and a destination of the at least one media object.

13. (currently amended) An article of manufacture, comprising:  
a machine-readable medium having stored thereon machine-readable instructions to:

receive media objects of different file types that are uploaded to a website hosted on a server;

schedule and organize the media objects into a media program based on user entered inputs to the website;

designate a synthetic channel as a channel among a plurality of broadcast channels of an interactive video casting system;

provision the synthetic channel with information to access and display the media program ~~at least one media object, comprising part of a media program, stored in a storage location~~ if the synthetic channel is selected by a client terminal; and

provide the media program ~~having the at least one media object~~ to the client terminal via the synthetic channel.

14. (currently amended) The article of manufacture of claim 13 wherein the machine-readable medium further includes instructions stored thereon to stream the media program to the client terminal from ~~[[a]]~~ the server.

15. (original) The article of manufacture of claim 13 wherein the machine-readable instructions to provision the synthetic channel includes instructions to subscribe the client terminal to receive the media program via the synthetic channel.

16. (currently amended) The article of manufacture of claim 13 wherein the machine-readable medium further includes instructions stored thereon to:

provide an electronic program guide having programming information displayable therein; ~~[[and]]~~

obtain programming information associated with the media program from the ~~storage location~~ server; and

add the programming information associated with the media program into the electronic program guide to indicate availability of the media program via the synthetic channel.

17. (currently amended) An electronic program guide (EPG), comprising:

- a first set of displayable programming information related to programs available via a group of broadcast channels of an interactive video casting system;
- a second set of displayable programming information related to a media program available via a synthetic channel different from broadcast channels among the group of broadcast channels, the media program including media objects of different file types and organized and scheduled by a web-based application at least one uploaded media object; and
- a component to allow reception of instructions to access and display the media program media object if the synthetic channel is selected.

18. (original) The EPG of claim 17 wherein the first and second sets of displayable programming information are storable at a client-side storage location coupled to a client terminal.

19. (original) The EPG of claim 17 wherein the second set of displayable programming information is obtainable from a storage location associated with the uploaded media object.

20. (original) The EPG of claim 17 wherein the second set of displayable programming information is displayable subsequent to use of the component to perform a subscription of a client terminal that is capable to trigger display of the first set of displayable programming information.

21. (original) The EPG of claim 17 wherein the second set of displayable programming information is capable of being updated via use of the component.

22. (currently amended) The EPG of claim 17, further comprising an address indicative of a source of ~~[[the]]~~ at least one media object.

23. (original) The EPG of claim 22 wherein the address comprises a uniform resource locator (URL) address.

24. (currently amended) A system, comprising:  
an interactive video casting network capable to provide programs via broadcast channels to a client terminal, at least one of the broadcast channels comprising a synthetic channel capable to provide the client terminal with a media program having media objects of different file types ~~at least one media object~~ uploaded via a communication network to a website, wherein the media objects are organized and scheduled by a web-based application, the interactive video casting network capable to provision the synthetic channel with information to access and

display the media program ~~uploaded media object~~ if the synthetic channel is selected by the client terminal.

25. (original) The system of claim 24 wherein the interactive video casting network comprises an interactive television network.

26. (original) The system of claim 24 wherein the interactive video casting network is capable to provide the media program to a client terminal comprising an audio device.

27. (currently amended) The system of claim 24, further comprising a server in the communication network that is communicatively coupleable to the interactive video casting network and that stores the uploaded ~~at least one media object~~ media objects.

28. (original) The system of claim 27, further comprising an interface usable to allow input of schedule information related to the media program.

29. (original) The system of claim 24, further comprising an electronic program guide (EPG) displayable by the client terminal, the EPG including programming information that can be updated to indicate availability of the media program via the synthetic channel.

30. (original) The system of claim 24 wherein the interactive video casting network is capable to subscribe the client terminal to allow the client terminal to receive the media program via the synthetic channel.